February 2017

WELCOME...

Dear friends

The year has started off on a great note with ten new certified properties – all seven of Shamwari Game Reserve’s lodges plus their volunteer programme, as well as Oyster Bay Lodge in the Eastern Cape and Parker Cottage B&B in Cape Town. Over a dozen more properties have been audited and are going through corrective actions. We look forward to having them certified soon!

We are thrilled to be working with our new audit partner, KPMG, and clients have praised their service. Plus our audit fees have decreased with KPMG’s involvement! In terms of market-access, we now have 52 approved tour operators promoting FTT certified products, including major players such as Tourvest and Kuoni. Tour operators are aware of the growth in sustainability-savvy travellers and are increasingly wanting to promote responsible travel.

Early this year we established a 12-member Client Advisory Committee, which had its first meeting in February and is helping to make us a stronger organisation. We are working on cross-marketing ideas and we are planning to launch an SMME development programme for small tourism businesses that do not have capacity to become certified but want to progress along the sustainability path.

There is increasing demand for FTT to help develop industry guidelines on captive wildlife interaction. We are well equipped for this as we launched best-practice criteria for wildlife breeding centres and volunteer
organisations only last year. On that note, we welcome SA Tourism CEO Sisa Ntshona’s declared opposition to lion-cub petting, a practice that does nothing to showcase South Africa as a responsible destination. At FTT we do all we can to promote tourism that is authentic and inspiring.

With all best wishes

Jane Edge - Managing Director

NEW BEGINNINGS!

Some of you might have noticed that we were unreachable for a few days at the end of January as we were busy with the move to our new offices.

After more than nine years of calling Hatfield Corner in Pretoria home, Fair Trade Tourism has moved to a cosy new space in Brooklyn, Pretoria. Packing and preparing for the move reminded us just how far we have come, the projects and partnerships we have forged through the years, the vision and mission of this extraordinary organisation and how, through our clients, we are making such a difference in the responsible tourism space.

We are still finding our feet with boxes in and around us but we are excited about our new home and the opportunities that lie ahead.

New Office Address and contact details

Physical Address: 863 Justice Mohamed Street | Brooklyn | Pretoria | 0181

Contact Details: 012 342 2945 | info@fairtrade.travel

WHAT WE HAVE BEEN UP TO...
Fair Trade Tourism welcomes new certified members

Award-winning Shamwari Game Reserve, Cape Town’s Parker Cottage and Eastern Cape’s Oyster Bay join Fair Trade Tourism.

Parker Cottage B&B offers an unplugged urban retreat in the creative heart of Cape Town; harmoniously blending simplicity, comfort, world-class service and an active concern for society and the environment. Parker Cottage B&B is passionate about the people of South Africa and the beauty of its natural environment. Click here for more.
Shamwari Game Reserve is a conservation oriented 5-star safari destination. Situated in the Eastern Cape of South Africa, it features remarkable ecological diversity, with 5 of South Africa’s 7 biomes found here. [Click here](#) to see the story of how Shamwari got to where it is today.

**Oyster Bay Lodge** is situated on a 235 hectare coastal reserve in the eastern Cape. It incorporates 3.5 kilometres of pristine coastline and is home to a herd of free-roaming horses. It is the lodge’s responsibility to maintain this beautiful natural environment. [Click here](#) for more.

**WHAT WE’VE BEEN UP TO RECENTLY...**

**Welcome to our Client Advisory Committee**

Last year, the Fair Trade Tourism Board proposed the establishment of a formal Client Advisory Committee to develop proper mechanisms for client feedback and input to help guide our organisation into the future.

The following people are members of this new committee.

- Chris van Zyl [The Vineyard Group](#)
- Wilfred Chivell [Marine Dynamics](#)
- Heidi Newton-King [Spier](#)
- David Malherbe [Coffee Shack](#)
- Russell | Simone Suchet [Sani Lodge](#)
- Lee Harris [The Backpack](#)
- Simon Blackburn [Three Trees](#)
The terms of reference document for this committee is available on request.

2nd Issue of Fair Trade Traveller

The second edition of *The Fair Trade Traveller* magazine app is now out!

From the silence of breath-taking Namibia, to a celebration of Africa’s vibrant and colourful cultures and the infamous battlefield of Spioenkop, this issue looks at the great work businesses are doing in the sustainable tourism arena. Last but not least it gives insight into the contested issue of “poverty porn” and how Fair Trade Tourism certified clients are doing it right.

Clients featured in this edition:

- Limpopo’s [Leshiba Wildernesss](#)
- Kwazulu Natal’s [Three Trees at Spioenkop](#)
- Madagascar’s [Bushhouse](#)
- Port Elizabeth’s [Calabash Tours](#) | Calabash Trust
- Gauteng’s [Lebo’s Soweto Bicycle Tours](#) | [Lebo’s Soweto Backpackers](#)
SAT Netherlands media in Limpopo

In February, SA Tourism Netherlands hosted a media trip to Fair Trade Tourism certified clients in Limpopo, including Madi a Thava and Umlani Bushcamp.

Marco Jonk from SAT Netherlands escorted journalists from De Volkskrant, Zin Magazine and Salt Magazine on this Fair Trade inspired trip, with the resulting publicity set to reach over 1,1 million readers interested in active and sustainable travel.

Fair Trade Tourism Pays Tribute. Rest In Peace, Paul
Fair Trade Tourism and the sustainable tourism industry has been left reeling following the untimely passing of one of its true icons - Paul Miedema of Calabash Tours. Always a maverick and outspoken in his deep commitment to the principles of Fair Trade Tourism, Paul was the embodiment of everything we stand for and one of the rocks our organisation was built upon.

His quick, incisive wit and deep, considered intellect will be sorely missed, as will his limitless guidance and dedication to the Fair Trade Tourism cause. Paul was a guru, a mentor, a tower of strength and a visionary. Our thoughts and prayers go out to his family as well as the incredible team of people who worked with Paul at Calabash Tours and with the programmes and projects he held so dear.

Hamba kahle, old friend. We will always remember you in everything we do. Your legacy will last forever.

Fair Trade Tourism

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